

Blakk Sheep Media

Business Plan

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Executive Summary

Product

Blakk Sheep Media offers a variety of services and products:

1. Mobile Studio Services:

- Portable recording booth for music artists and producers, providing high-quality recording, mixing, and mastering for musicians, podcasters, and other audio projects.
- Educational workshops in music production, mixing, and mastering.

2. Sound Therapy Services: Using harmonic sounds and vocal tones for therapeutic sessions, designed to help individuals achieve mental and emotional wellness.

- One-on-one or group sessions focusing on energy balancing using sound frequencies.
- Customized therapeutic music tracks for clients.

3. After-school Youth Programs:

- After-school workshops teaching music production, sound healing, and creative expression.
- Safe and supportive space for young creatives who feel out of place in traditional learning environments.

Both services are offered on a mobile platform, enabling us to reach clients in various geographic locations, including rural and underserved communities. Our mobile setup is designed to be modern, minimalistic, and versatile, accommodating diverse creative needs.

Customers

The target audience for Blakk Sheep Media is:

- Musicians and artists looking for a creative space that values individuality.
- Individuals seeking mental and emotional healing through sound therapy.
- Youth in need of after-school creative education and mentor ship. Our mobile nature allows us to serve a wide demographic, from rural communities to urban areas, with an emphasis on inclusivity and accessibility.

Future of the Company

The future of Blakk Sheep Media is bright, with plans to expand into more cities and rural areas, introducing more people to the benefits of music and sound healing. We aim to become a leader in the mobile studio and sound therapy industry, creating a lasting impact on communities and individuals who resonate with our mission. The therapeutic sound industry is experiencing growth as more people become aware of the benefits of alternative mental health solutions, providing fertile ground for our expansion.

Company Description

Mission Statement

At **Blakk Sheep Media**, our mission is to create an inclusive space for those who feel they don't fit into the mainstream. We aim to provide a mobile recording studio that offers therapeutic music experiences, education, and healing through sound and music. Our purpose is to inspire creativity, foster personal growth, and spread love, peace, and positivity through sound therapy, mobile education, and artistic collaboration.

Principal Members

The company is led by Austin, an experienced audio engineer, collaborator and co-creator along with Gabrielle, a research biologist with a deep passion for sound therapy and spiritual awakening. Together, they bring expertise in sound engineering, business development, and healing practices. The team is dedicated to delivering high-quality services and cultivating relationships with clients based on trust, respect, and shared vision.

Legal Structure

Black Sheep Media operates as an **LLP**, allowing us the flexibility and protection needed for a growing business. Gabrielle serves as the CEO, with Austin as the Chief Engineer. We also work with independent contractors for specific projects, such as sound healing experts and music instructors. Each team member brings a unique skill set to the company, enhancing our overall offerings.

A core value of the company is **creative freedom**, which we provide to both our employees and clients, allowing each person to bring their authentic selves into the work.

Market Research

Industry

Industry Overview

Black Sheep Media operates within the **music and sound therapy** industries, which are growing sectors due to increased interest in both independent music production and alternative healing methods. This combination offers a unique intersection that addresses both artistic expression and mental well-being.

Industry Size & Market Share

1 Music Industry:

- The **global music industry** is valued at over \$50 billion, with independent music production making up a significant share of that growth. The rise of digital platforms, mobile recording options, and DIY production has empowered more artists to work outside traditional studio environments. Mobile recording studios provide a flexible, affordable option for artists, helping them create music on their terms, without needing access to a major studio.

2 Sound Healing Industry:

- The **wellness market**, where sound healing services fall under, was valued at \$4.5 trillion globally in 2018, with **alternative healing** becoming a key segment. Within this, sound therapy, sound baths, and other vibration-based therapies are seeing rapid growth as more people turn to holistic practices for mental health.

As a mobile recording studio that also incorporates sound therapy, **Blakk Sheep Media** has the potential to carve out a niche in both sectors. We anticipate gaining traction in both **Mississippi** and **Tennessee**, where there is a growing demand for independent creative spaces and alternative wellness practices. Our mobile studio will initially capture a small but dedicated market

share, serving creatives and individuals who seek an unconventional path for artistic and therapeutic experiences.

Detailed Description of Customers

The two groups that the company plans to market to are creative individuals and artist (age 18-40),, sound healing enthusiast (age 25-50) with an income range of \$35,000 - \$80,000 a year and youth (age 12-18) . Our target customers are interested in affordable, flexible, well-engineered creative quality to help foster creativity. They value quality and they research the engineering quality and location. Our target customers are willing to spend more money on products that are of higher quality, personable and flexible.

Company Advantages

1 Mobile Operations:

- By being a mobile service, **Blakk Sheep Media** removes barriers related to location and overhead costs, providing significant flexibility to clients. This gives us a strong edge over traditional studios and wellness centers that require clients to travel to a fixed location.

2 Dual Service Offering:

- Combining both **music recording** and **sound therapy** services creates a unique value proposition. Clients benefit from this **multi-dimensional** approach, offering artistic, emotional, and spiritual healing under one roof.

3 Affordable Pricing:

- Our **lower cost structure** is designed to be accessible to a wider range of clients, particularly independent artists and people in underserved communities, without sacrificing quality.

4 Community Focus:

- Black Sheep Media focuses on underserved communities, offering sliding scale pricing and community outreach programs, positioning us as a socially responsible business. This resonates strongly with clients who value **social impact** and giving back to the community.

Regulations

Blakk Sheep Media must meet all federal and state regulations concerning vehicle compliance.

1. Vehicle Compliance

- **DOT Regulations:** Your mobile studio must meet the U.S. Department of Transportation (DOT) Federal Motor Carrier Safety Regulations (FMCSR). These include vehicle safety standards, driver qualification requirements, and maintenance protocols. For instance, commercial motor vehicles may require specific registrations under FMCSA guidelines.
- **ADA Accessibility:** Under the Americans with Disabilities Act (ADA), vehicles serving the public must provide accessibility features, such as lifts or ramps, and adhere to guidelines codified at 36 CFR Part 1192. These rules apply to new and remanufactured vehicles and aim to ensure equitable service for individuals with disability.

2. Zoning and Business Licensing

- Verify local zoning laws in Mississippi and Tennessee to ensure your mobile studio can operate legally in specific areas. You may need to obtain permits for parking, sound operations, or offering public services.
- Each state may have distinct requirements for mobile businesses, including tax registration, business licenses, and environmental considerations (like noise ordinances).

3. Health and Safety Standards

- **OSHA Compliance:** Any employee or public interactions in the mobile studio must comply with Occupational Safety and Health Administration (OSHA) regulations, such as workspace ergonomics, electrical safety, and emergency protocols.
- **Sanitation:** If your services involve shared equipment or close contact, you may need to follow state health department guidelines for sanitation.

and hygiene.

4. Specialized Requirements for Sound Healing

- While sound healing is less regulated than medical practices, your services may need to comply with local health and wellness ordinances. Promoting your services responsibly and avoiding medical claims can help you avoid regulatory scrutiny.

5. State-Specific Requirements

- For Mississippi and Tennessee, ensure you comply with state-mandated vehicle inspections, emissions standards, and business registrations. Consulting local DOT offices or compliance services like Transafe can provide tailored guidance.

Service Line

Product/Service

Products and Services Offered

Black Sheep Media offers a combination of **mobile recording studio services** and **sound healing therapy**. These services are designed to cater to a diverse audience, including independent artists, sound healing enthusiasts, and youth in underserved communities.

1. Mobile Recording Studio Services

- **Unique Features:** Unlike traditional brick-and-mortar studios, **Black Sheep Media** is mobile, offering **on-the-go** recording solutions. This enables flexibility and convenience, meeting clients wherever they are and saving them time and effort. Additionally, the studio is outfitted with modern, minimalistic equipment that provides high-quality sound while maintaining affordability.
- **Benefits to Customers:**
 - **Artists** can record music without the high costs associated with traditional studio spaces. This makes professional-level production accessible to those on a budget.
 - The **mobility aspect** creates an immersive, private, and personalized

- recording environment.
- **Sound healing** customers receive the benefits of healing sessions in a flexible, comfortable space tailored to their needs, free from the limitations of traditional wellness centers.
- **Competitiveness:**
 - **Mobility** offers an unparalleled advantage, enabling the studio to serve customers in multiple locations.
 - **Affordable rates** appeal to independent musicians who may not have large budgets for studio time, creating a competitive edge against larger, more expensive studios.
 - Our **dual-service offering** of sound healing and recording makes us stand out in a growing market.

2. Sound Healing Therapy

- **Unique Features:** We provide both **individual sound therapy sessions** and **group sound baths**, utilizing vocal harmonics, singing bowls, tuning forks, and other therapeutic instruments. Unlike many wellness centers, **Black Sheep Media** incorporates **mobile sound therapy**, bringing the healing experience to clients in their own environments.
- **Benefits to Customers:**
 - Sound therapy provides relief from stress, anxiety, and emotional imbalances through vibrational healing.
 - By offering a **mobile service**, customers can experience the benefits of sound therapy in their own homes or in convenient locations.
- **Competitiveness:**
 - Few sound healing centers are **mobile**, making Black Sheep Media an industry pioneer in bringing sound healing directly to clients.
 - Our **integrated approach** of using both voice and instruments for sound healing makes the therapy highly personalized, which is more effective compared to traditional centers.

Pricing Structure

Black Sheep Media aims to offer competitive yet affordable pricing for both its recording and sound healing services. The following is an outline of our pricing strategy:

1 Recording Studio Rates:

- **Hourly Rate:** The pricing for the mobile recording studio will start at around **\$50 per hour**, which is more affordable compared to the

\$75-\$150 per hour charged by traditional studios.

- **Session Packages:** We also offer discounted packages for full-day or multi-day recording sessions, which can bring the cost per hour down significantly for longer commitments. These packages are aimed at attracting independent artists working on full albums or EPs.

2 Sound Healing Rates:

- **Individual Sessions:** Pricing for sound therapy sessions will range from **\$60 to \$120 per hour**, depending on the type of therapy (vocal sound therapy, singing bowls, etc.) and the complexity of the session.
- **Group Sound Baths:** Rates for group sound baths will vary depending on the size of the group, typically around **\$200-\$500** per session for groups of 10-30 people.

3 Youth Programs:

- **After-School Programs:** These programs will be priced affordably to ensure accessibility for underserved communities, with sliding scale pricing based on family income.

Product Lifecycle

- **Introduction Stage:** Black Sheep Media is in the **early introduction stage**, entering the market as a mobile solution in both the recording and wellness sectors. Our goal is to establish our reputation and build a loyal customer base over the next 1-2 years.

Intellectual Property Rights

We are exploring the potential for intellectual property rights on our **unique mobile studio design** and certain **sound healing techniques**. Currently, our focus is on trademarking **Black Sheep Media** as a brand that is synonymous with mobile creativity and healing.

Research and Development

Blakk Sheep Media is committed to continuous improvement in both the

recording and sound healing fields. Our **R&D efforts** focus on:

- **Innovating mobile studio designs** for improved functionality and comfort.
- Exploring new **sound therapy techniques** and expanding our offerings to include **more advanced vibrational therapies**.
- **Collaborating with artists and therapists** to develop unique session packages that blend sound therapy with music recording.

Marketing & Sales

Growth Strategy

Plan for Growth

1. Expanding the Mobile Studio Fleet: Black Sheep Media will focus on **scaling its mobile recording and sound healing services** by adding more vehicles to the fleet over time. Starting with a single mobile unit, we aim to grow to multiple vehicles that can operate in different regions or neighborhoods. This will allow for greater geographic reach and the ability to cater to a larger, more diverse client base.

- **Phase 1** (Year 1): Operate in **Horn Lake, Mississippi**, and neighboring areas, including Memphis, Tennessee. This phase involves building local brand awareness and refining our operations.
- **Phase 2** (Year 2-3): Expand services to other key cities and towns across Mississippi and Tennessee. Begin targeting neighboring states such as Arkansas and Alabama.
- **Phase 3** (Year 4-5): Reach national exposure by developing partnerships with other recording studios and wellness centers across the U.S., creating **collaborative mobile projects**.

2. Offering Memberships and Subscription Packages: We will introduce **subscription services** for sound healing therapy and recording sessions. For example:

- Monthly recording session packages for artists, which offer **discounted rates** for a set number of hours each month.
- **Sound therapy memberships** that provide regular healing sessions at discounted rates. These memberships will encourage repeat business and long-term client relationships.

3. Expanding Youth and Community Programs: We aim to create **long-term partnerships** with local schools, community centers, and non-profit organizations,

particularly for the after-school programs and youth engagement. By offering youth-focused sound therapy and recording classes, we can create a steady flow of clients who engage with the brand from a young age, fostering **brand loyalty**.

4. Strategic Partnerships and Collaborations: Black Sheep Media will actively pursue partnerships with local artists, wellness practitioners, and community influencers to co-host events and workshops. This will enhance our visibility and credibility within both the music industry and wellness sectors.

Communicate with the Customer

Communication Plan

1. Social Media Presence: The primary channel for customer communication will be **social media platforms** like Instagram, Facebook, YouTube, and TikTok. We will regularly post engaging content such as:

- Behind-the-scenes footage of mobile studio sessions.
- Educational posts on the benefits of sound healing and the recording process.
- **Client testimonials** and success stories.

Our content strategy will focus on building a **strong online community**, with interactive elements like Q&A sessions, live sound healing events, and artist showcases.

2. Email Marketing and Newsletters: We will implement a **monthly email newsletter** to keep clients informed about new services, promotions, and upcoming events.

Additionally, email marketing campaigns will target past clients with personalized offers and encourage them to book repeat sessions.

3. Local Event Marketing: Since Black Sheep Media is a mobile service, **word-of-mouth marketing** and **local events** will play a crucial role. Hosting **live sound healing workshops** and **recording demos** at community events, festivals, and wellness fairs will create direct connections with potential customers.

4. Website and SEO: Our website will be the central hub for all business activities. It will feature:

- An **online booking system** for both mobile recording sessions and sound healing appointments.
- A blog focused on the intersection of **music, sound healing, and personal growth**, aimed at educating our audience.

We will invest in **SEO (Search Engine Optimization)** to ensure that the website ranks well for keywords such as “mobile recording studio,” “sound healing in Mississippi,” and “youth music therapy.” This will increase our visibility in organic search results.

5. Community Outreach and Engagement: Black Sheep Media will prioritize **community engagement** by offering free or discounted services at community events and **collaborating with local schools**. Engaging directly with the community will help create strong, lasting relationships and a positive brand image.

How to Sell

Sales Strategy

1. Direct Sales Through Mobile Bookings: Our primary sales strategy is through **direct mobile bookings**. Since Blakk Sheep Media operates as a mobile service, the process will involve:

- Customers booking appointments via the website or app for either sound healing sessions or recording time.
- Clients paying upfront or in installments, depending on the service package.
- Sales reps will also follow up with clients who have shown interest in long-term commitments (such as subscriptions or memberships).

2. Referral Program: A **referral program** will be established to incentivize existing clients to bring in new customers. For every successful referral, clients will receive discounts on their next session or free sound therapy add-ons.

3. Youth and School Program Enrollment: We plan to develop an **outreach strategy** specifically for schools and community organizations. Our sales team will visit local educational institutions to present **after-school programs** and offer **customized packages** for different schools, aiming to enroll groups of students into sound therapy and recording workshops.

4. Partnering with Local Businesses and Studios: A secondary sales channel will involve **collaborating with local businesses**, such as wellness centers, cafes, and music venues. These establishments can promote our services to their clients, and we can cross-sell by offering joint promotions (e.g., a sound healing session voucher with a café purchase).

Sales Forecasts and Projections

Year 1:

- Focus will be on **building awareness** and refining our operational process. We aim to reach an average of 10 recording sessions and 15 sound healing sessions per month. Sales will grow steadily as the brand gains traction through local

word-of-mouth and online marketing.

Year 2:

- Our expansion into additional regions and the launch of membership programs will increase our reach and revenue. We project doubling our session counts as we extend into new markets and build a stronger brand presence.

Year 3-5:

- We plan for continued growth, with revenue being driven by **new clients**, **expanded fleet operations**, and **national partnerships**. By Year 5, Blakk Sheep Media aims to be recognized as a **leading mobile recording and sound healing provider** in multiple states.

By leveraging **personal connections**, **social media**, and **community outreach**, Black Sheep Media is well-positioned to build a strong and consistent client base while maintaining its unique mobile business model.